

IDSa 2007

Experiential Aesthetics »

a framework for the new beauty



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beauty matters to design

The Designer's Pursuit

When I'm working on a problem, I never think about beauty. I think only how to solve the problem. But when I have finished, if the solution is not beautiful, I know it is wrong.

Buckminster Fuller



To design is much more than simply to assemble, to order, or even to edit; it is to add value and meaning, to illuminate, to simplify, to clarify, to modify, to dignify, to dramatize, to persuade, and perhaps even to amuse.

Paul Rand

enhance

vivify

satisfy

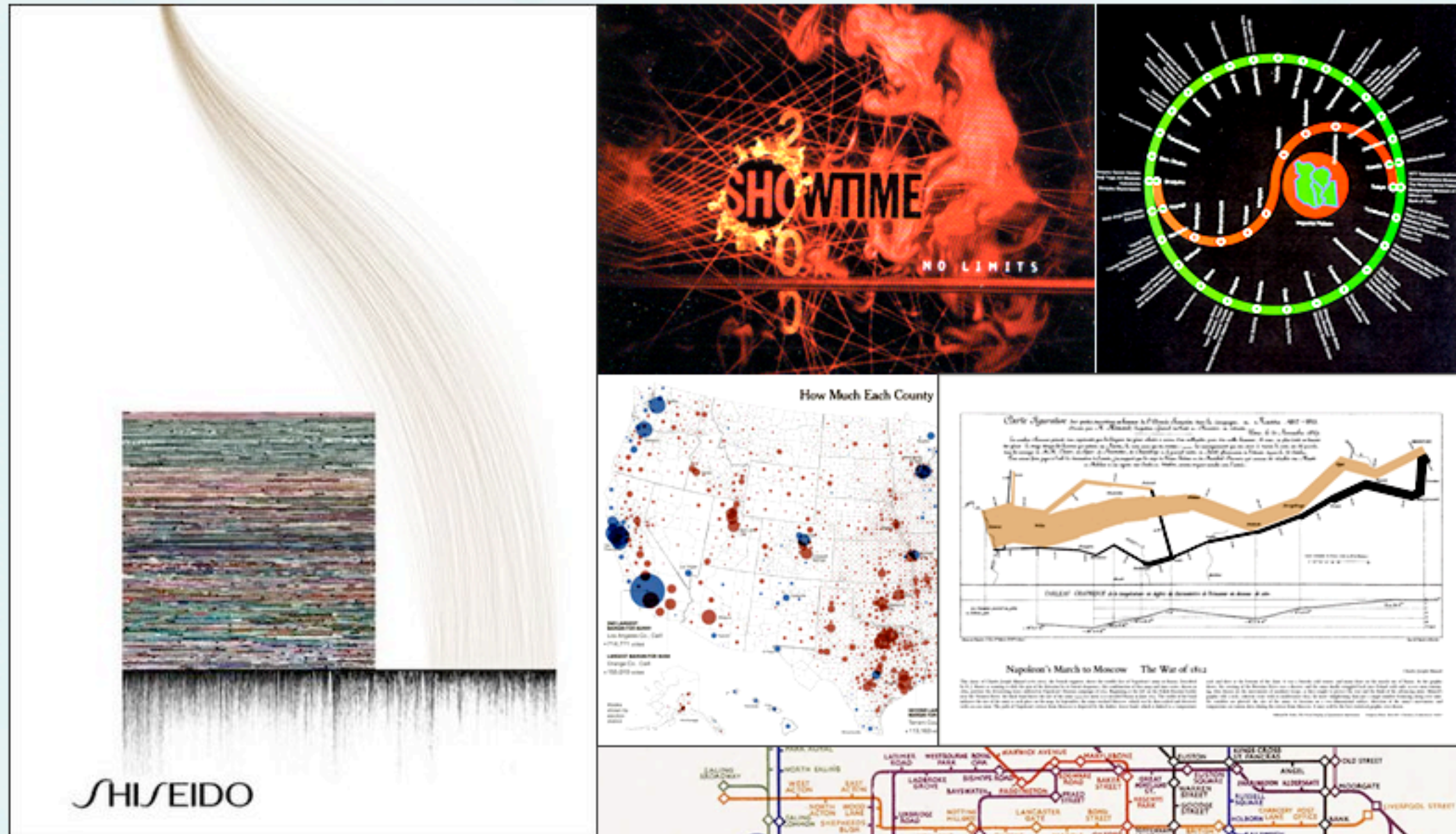
delight

inspire

enliven

conventional notions of beauty

Beauty of Graphics



conventional notions of beauty

Beauty of Objects



emerging notions of beauty

Beauty of ... Experiences?



a brief explanation of the profound

What is an Experience?



A person



cognitive
emotional
psychological
ephemeral



The "other"

a brief explanation of the profound

Expressions of "the other"



A person



quality of engagement



software



consumer



mobile



automotive



service



healthcare



culture/brand

the field is rapidly evolving

Increasing Ambiguity »

material / familiar / real



we are here

immaterial / radical / fuzzy

Is Beauty **Dead**?

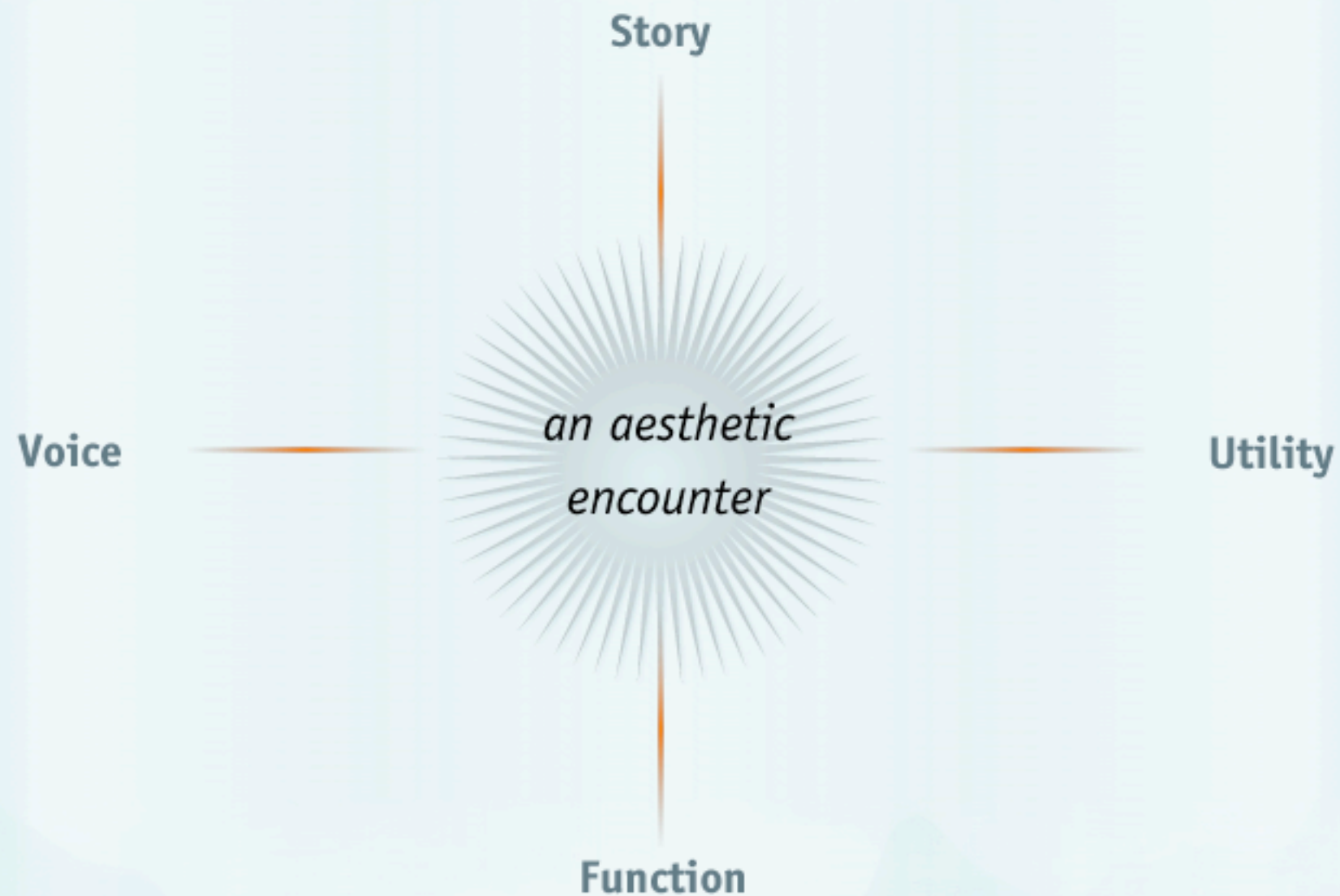
No. Simply evolved.

complete, holistic

beauty redefined

simple, yet powerful

Integrative **Aesthetic** Framework



Integrative Aesthetic Framework



Function

Does it even work and do what it says it does?

Integrative Aesthetic Framework

2

Utility

*Usability, usefulness, accessibility,
that which enables someone to get
use value*

*Part of one's tasks, goals, activity, and
overall purpose*

Integrative Aesthetic Framework

3

Voice

*A sense of style, character,
personality, mood that affects
one's emotions*

*It shapes attitude and
perceptions*

Integrative Aesthetic Framework

4

Story

A sense of continuity and resolution that is fulfilling and meaningful

The pieces connect in a sensible manner, whole and complete

Aesthetic Breakdowns



airline service



policies and forms



transit systems



hi-tech devices

Aesthetic Horrors

Patients.jp5

Menu Summary Dates Billing Ledger Visit/Mess Records Preferences Go

Patient ID: ARMMAR1 Chart: 6 Ext No: 6 Find Find All New Patient ++ Address Label Chart Label List Special Form Vision Cover sheet Friday Jan 18, 2002

Current Patient: Margaret L. Armstrong

Guarantor Information

Guarantor: Mary Armstrong Phone: 215-666-5555 Family Balance: Pat -> Guar + Review Guar New record +

Guarantor Override: Yes No Patient Age (years): 22 Patient Balance:

Related to Guarantor

	Balance
Margaret L. Armstrong	

Insurance Information (3 listed)

Click on Insurance Code to view its info

#	Rel	Code	Insurance Name	Subscriber ID	Group No	Rel
1	No	AET26	Aetna	TCP123456789	789456	Child
99	No	BSPACS	BlueShield	999999999		Self
99	No	MCPA	Medicare of PA	999999999A		Self

Assigned Benefits? Yes Signature on file Block 12 & 13 signed on file

Billing Information

Bill first... Patient Create

Auth needed: Yes Patient type: [] Courtesy [] No FCs [] No OYs [] Custom 1 [] Custom 2 [] Custom 3

Prior Auth No. Copay\$: \$25

Auth allows: Copay%: Vision: Yes

Auth. Date: [] Discourt %: 0

Auth. Expires: [] PostOp Ends:

#Start/Remain:

Card Card Number (no dashes) Expires Name on Card (exact) Bank Name Bank

MC XXXX XXXX XXXX XXXX 2/2/2001 Margaret L. Armstrong

Paulina M. Moore

100 Browse



software interfaces with
massive systemic impact!



healthcare software

Active Administrator™ - ScriptLogic Corporation

File Security Group Policy Tools Help

Group Policy History Group Policy Offline Repository Resultant Set of Policies (RSOP)

Group Policy Objects by Container AD Object Restore Client Side Troubleshooting

Active Directory Security Active Templates Active Directory Auditing Group Policy Objects

Please select a domain

View all Group Policies on Domain: demo.local

Current Domain Controller: democ1.demo.local

Connect to Domain...

Group Policy Objects

Show unlinked GPOs in red

Group Policy Name	Apply GPO	Read GPO	Modify GPO
Accounting GPO			
Boca GPO			
Citrix Server GPO			
Corporate GPO			
Default Domain Controllers Policy			
Default Domain Policy			
Development GPO			
Engineering GPO			
Executive GPO			
Finance GPO			
HR GPO			
Marketing GPO			
Orlando GPO			
Sales GPO			
Tech Support GPO			
Windows XP NSA Security			

Group Policy Settings

Name: Default Domain Controllers Policy

Created: Monday, May 03, 2004 08:47:36 AM

Modified: Tuesday, January 31, 2006 11:59:15 AM

DS Revisions: 17 (Computer), 6 (User)

SYSVOL Revisions: 17 (Computer), 6 (User)

Unique Name: {6AC1786C-016F-11D2-945F-00C04FB984F9}

Computer settings: Enabled

User settings: Enabled

Loopback mode: Not configured

Reports

GPO Settings...

GPO Affected Registry Keys...

Domain GPO Summary

	Disabled	Block Inheritance	Container P
demo.local/...	no	no	demo.local/...

Aesthetic Harmonies



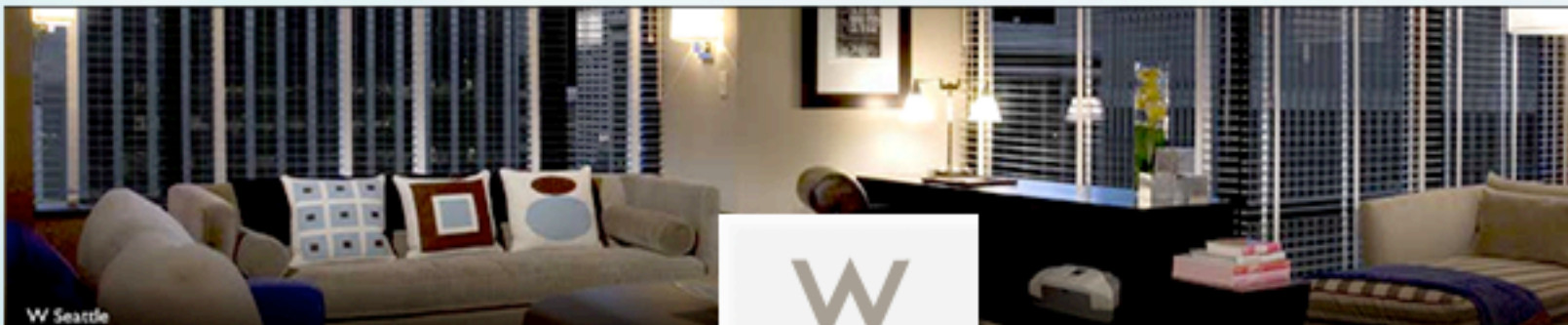
Cirque du Soleil



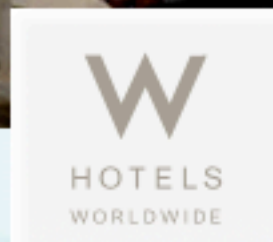
ClearRx



Starbucks

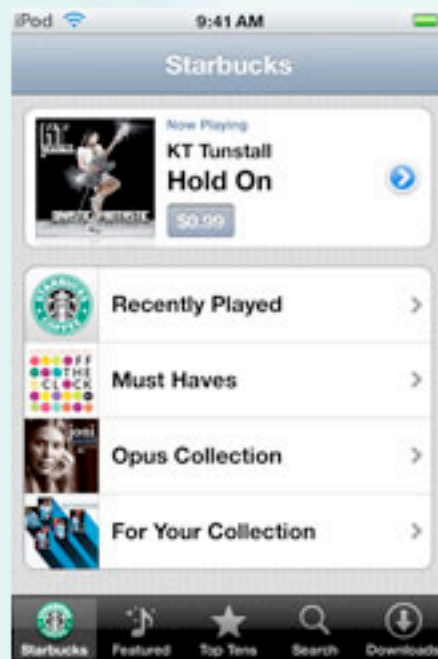


W hotels



Aesthetic Harmonies

iTunes ecosystem*



wi-fi store



desktop software



mobile devices

* except for AT&T/Edge network

What's Next...



- Use the framework to structure design thinking
- Leverage as a starter for design innovation
- Aspire towards **aesthetic encounters**, from artifacts to services and systems and beyond
- This new frontier is starting now:

ASU InnovationSpace phoenix

Mayo Clinic SPARC rochester

2nd Road Consulting sydney

Rotman School of Management toronto

Institute of Design chicago